



— State of —
North Dakota
Office of the Governor
John Hoeven
Governor

PROCLAMATION
TOURISM WEEK
MAY 8-16, 2004

WHEREAS, North Dakota's tourism industry is the second-largest and fastest-growing industry in the state, contributing \$3 billion to the overall economy or 28 percent of the economic base; and

WHEREAS, the U.S. travel and tourism industry is one of America's largest service exports, with international visitors spending more than \$80 billion last year, and one of the country's largest employers, generating 7.1 million jobs; and

WHEREAS, in 2003, more than 29,000 people were employed in direct travel-generated jobs throughout the state; and

WHEREAS, Tourism Week is an opportunity to promote North Dakota's legendary historical, cultural and recreational offerings, while recognizing the vital contributions the industry makes to our state's economic stability and growth; and

WHEREAS, communities are encouraged to celebrate tourism with various awareness and public relations activities, and the North Dakota Tourism Division will provide free hospitality training to help those in service industries more effectively promote their businesses, communities and the entire state; and

NOW, THEREFORE, as the Governor of the State of North Dakota, I do hereby proclaim May 8-16, 2004, **TOURISM WEEK** in the state of North Dakota.

/s/
John Hoeven
Governor

Attest:

/s/
Alvin A. Jaeger
Secretary of State